WHAT IS CLAIMED IS:

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1. A method of encouraging a customer to visit a hair salon, said method comprising the steps of:

a) deriving an expected date of visit of
10 the customer; and

b) producing direct mail containing suggestions of hairstyles that can be applied to the customer when said expected date of visit of the customer is a predetermined period ahead.

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2. The method as claimed in claim 1,
20 wherein in said step a), an expected next date of visit of the customer is derived based on pervious date and time of visit information and average visit interval information of the customer.

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3. The method as claimed in claim 1, further comprising the steps of:
30 c) retrieving hairstyles that match with preferences of the customer from a hairstyle information database in which hairstyle information is stored; and

d) extracting management information such
35 that required conditions are extracted by a customer information registering means and a customer number register issuing means from a customer management

information database in which customer information
is registered in the form of a database.

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    4. A computer readable medium storing
program code for causing a computer to encourage a
customer to visit a hair salon, comprising:
10   first program code means for deriving an
expected date of visit of the customer; and
            second program code means for producing
direct mail containing suggestions of hairstyles
that can be applied to the customer when said
15 expected date of visit of the customer is a
predetermined period ahead.

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    5. An apparatus for encouraging a customer
to visit a hair salon, said apparatus comprising:
            input means via which information related
to the customer is input into said apparatus;
25   a first database in which information
related to the customer is stored;
            a second database in which information
related to latest hairstyles is stored; and
            a processing part including an
30 registration program for registering information
into said first and second databases and direct mail
sending program that derives an expected date of
visit of the customer using data obtained from said
first database and, when said expected date of visit
35 of the customer is a predetermined period ahead,
produces direct mail containing suggestions of
hairstyles that can be applied to the customer using

data obtained from said first and second databases.

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      6. The apparatus as claimed in claim 5,
wherein said first database includes fields related
to data such as customer number, management number,
name, sex, postal address, E-mail address, telephone
10   number, mobile telephone number, birthday, age,
occupation, direct mail sending interval, direct
mail producing interval, normal visit interval,
previous date of visit, previous length of hair
(front, back, outer and inner), growth rate, type,
15   diameter, number of visits, shortest visit interval,
average visit interval, longest visit interval, an
image of the face and an image of the total body.

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      7. The apparatus as claimed in claim 5,
wherein said second database includes fields related
to data such as style code, required length (front,
25   back, outer and inner), image file name of the face,
image file name of the total body, type of hair,
diameter of hair, and whether it is a trend or not.